

## AMENDMENT TO THE CLAIMS

1. (Currently Amended) An advertisement management method, comprising:

receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content scheduled to be broadcasted in the future from a server to a subscriber's equipment;

storing a webpage in memory of the server for distribution to advertisers;

sending the webpage to the advertisers to notify the advertisers of the [[a]] future advertisement time slot in the scheduled lineup;

receiving advertisements from the advertisers and storing the advertisements in the memory of the server;

categorizing the advertisements by the server as overrideable or non-overrideable, the overrideable categorization allowing the [[an]] advertisement to be replaced with a different advertisement, and the non-overrideable categorization not allowing replacement of the advertisement in the scheduled lineup, such that ~~and allowing the advertisement is displayed at the subscriber's equipment to be delivered as scheduled;~~

receiving the webpage from an advertiser, the webpage comprising an advertiser's request to replace the advertisement with the different advertisement and a financial premium that the advertiser will pay to replace ~~for replacing~~ the advertisement with the different advertisement;

determining whether the advertisement is categorized as at least one of overrideable and non-overrideable;

determining whether the advertisement and the different advertisement are equal in time length;

determining that the different advertisement has been recorded in a compatible format with the scheduled broadcast lineup;

searching to determine a time of broadcast of a previous advertisement relating to a same type of product as the different advertisement;

when the previous advertisement was broadcast within two hours, then declining to replace the advertisement with the different advertisement;

accepting the financial premium from the advertiser when the advertisement is categorized as overrideable;

replacing the advertisement in the scheduled lineup with the different advertisement when the advertisement is categorized as overrideable[[,]] and when the advertisement and the different advertisement are equal in time length, ~~then replacing the advertisement with the different advertisement,~~ such that the different advertisement is inserted into the programming content; ~~and~~

broadcasting the programming content to the subscriber's equipment with the different advertisement in the scheduled lineup, ~~the broadcasted programming content having the advertisement replaced with the different advertisement;~~

declining the financial premium from the advertiser when the advertisement is categorized as non-overrideable;

declining to replace the advertisement in the scheduled lineup with the different advertisement when the advertisement is categorized as non-overrideable; and

broadcasting the programming content to the subscriber's equipment with the advertisement in the scheduled lineup.

2. (Cancel)
3. (Previously Presented) The method of claim 1, further comprising pricing the overrideable advertisement time slot at a lower cost than the non-overrideable advertisement time slot.
4. (Previously Presented) The method of claim 1, further comprising providing data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.

5. (Previously Presented) The method of claim 4, further comprising matching advertisements with the more-valuable viewers and with the less-valuable viewers.
6. (Currently Amended) The method of claim 1, further comprising at least one of [[:]] broadcasting the programming content as a television broadcast, broadcasting the programming content as a radio broadcast, and broadcasting the programming content over a network.
7. (Cancel)
8. (Previously Presented) The method of claim 1, further comprising creating a log of events viewed by potential consumers.
9. (Cancel)
10. (Cancel)
11. (Cancel)
12. (Cancel)
13. (Cancel)
14. (Cancel)
15. (Cancel)
16. (Cancel)
17. (Currently Amended) A system for managing advertisement programming, comprising:

an interactive server storing a webpage in memory for distribution via the Internet to advertisers;

a database stored in the memory of the interactive server, the database storing an advertising schedule for scheduled programming and advertisement characteristics for advertisement time slots in the scheduled programming, the database also storing

advertisement pricing information for each advertisement time slot in the scheduled programming;

the interactive server;

sending the webpage to the advertisers~~[[,]]~~ to notify the webpage notifying the advertisers of a future advertisement time slot in the scheduled programming;

~~means for~~ receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content scheduled to be broadcasted in the future from a network provider's server to a subscriber's equipment;

~~the interactive server~~ receiving advertisements from the advertisers and storing the advertisements in the memory;

~~means for~~ categorizing the ~~[[an]]~~ advertisement as at least one of overrideable and ~~[[or]]~~ non-overrideable, an ~~[[the]]~~ overrideable categorization allowing the advertisement to be replaced with a different advertisement, and a ~~[[the]]~~ non-overrideable categorization not allowing replacement of the advertisement and allowing the advertisement to be delivered as scheduled;

~~means for~~ receiving an advertiser's request to replace the advertisement with the different advertisement and a financial premium that the advertiser will pay to replace the advertisement with the different advertisement;

~~means for~~ determining whether the advertisement is categorized as overrideable or non-overrideable;

~~means for~~ determining whether the advertisement and the different advertisement are equal in time length;

~~means for~~ determining that the different advertisement has been recorded in a compatible format with the scheduled ~~broadcast~~ lineup;

~~means for~~ searching to determine a time of broadcast of a previous advertisement relating to a same type of product as the different advertisement;

when the previous advertisement was broadcast within two hours, then ~~means for~~ declining to replace the advertisement with the different advertisement;

accepting the financial premium from the advertiser when the advertisement is categorized as overrideable;

replacing the advertisement in the scheduled lineup with the different advertisement when the advertisement is categorized as overrideable[[,]] and when the advertisement and the different advertisement are equal in time length, ~~then means for replacing the advertisement with the different advertisement,~~ such that the different advertisement is inserted into the programming content; ~~and~~

~~means for~~ broadcasting the programming content to the subscriber's equipment with the different advertisement in the scheduled lineup, ~~the broadcasted programming content having the advertisement replaced with the different advertisement;~~

declining the financial premium from the advertiser when the advertisement is categorized as non-overrideable;

declining to replace the advertisement in the scheduled lineup with the different advertisement when the advertisement is categorized as non-overrideable; and

broadcasting the programming content to the subscriber's equipment with the advertisement in the scheduled lineup.

18. (Currently Amended) The system of claim 17, wherein the interactive server pre-categorizes the advertisement time slot as overrideable or non-overrideable.
19. (Currently Amended) The system of claim 17, further comprising a pricing scheme stored in wherein the database that prices stores a pricing scheme where the overrideable advertisement time slot is ~~priced~~ at a lower cost than the non-overrideable advertisement time slot.
20. (Previously Presented) The system of claim 17, wherein the interactive server provides data regarding viewing habits that distinguishes more-valuable viewers from less-valuable viewers.
21. (New) A method, comprising:

receiving programming content delivered as a scheduled lineup having an advertisement inserted into a future advertisement time slot, the programming content scheduled to be broadcasted in the future from a server to a subscriber's equipment;

receiving advertisements from the advertisers and storing the advertisements in memory of the server;

categorizing the advertisements as at least one of overrideable and non-overrideable, an overrideable categorization allowing the advertisement to be replaced with a different advertisement upon payment of a financial premium, and a non-overrideable categorization not allowing replacement of the advertisement in the scheduled lineup;

receiving an advertiser's request to replace the advertisement with the different advertisement and the financial premium that the advertiser will pay to replace the advertisement with the different advertisement;

determining the advertisement is categorized as non-overrideable;

declining the financial premium to replace the advertisement with the different advertisement;

declining to replace the advertisement in the scheduled lineup with the different advertisement; and

broadcasting the programming content to the subscriber's equipment with the advertisement in the scheduled lineup.